



The QSO Today Virtual Ham Expo

And

What Happened in March 2021

Eric Guth, 4Z1UG

# Brief Bio

**First Licensed:** 1973, Novice, WN6VHV

**Now:** WA6IGR, Extra Class and 4Z1UG Class A

**College Major:** History

**Vocation:** Entrepreneur

Married, 2 Children, 6 Grandchildren

**QTH:** Efrat, Israel

# TALES OF MOVERS & SHAKERS



**QSO TODAY.COM**  
**HAM INTERVIEW PODCAST**  
**WITH ERIC GUTH**

**4Z1UG** israel

JEFF KESS

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# QSO Today Podcast

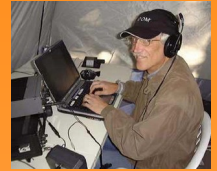
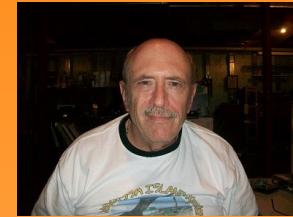
- Launched July 2014
- Published weekly, 338 episodes to date
- Almost 350 hours of audio interviews
- Supported by commercial and listener sponsors

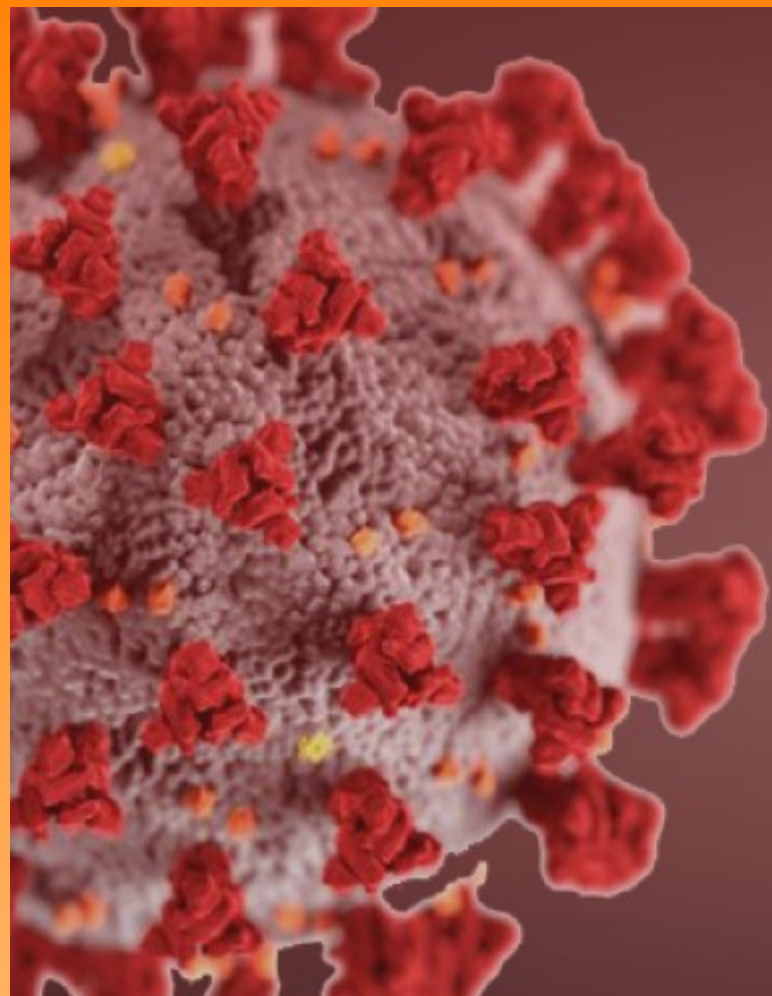
# QSO Today Audience

- 95% North America and Canada
- > 50% over 50 years of age
- > 50% licensed over 30 years
- > 50% Extra Class License

# QSO Today Podcast Goals

- Entertain
- Educate
- Inform





# COVID-19

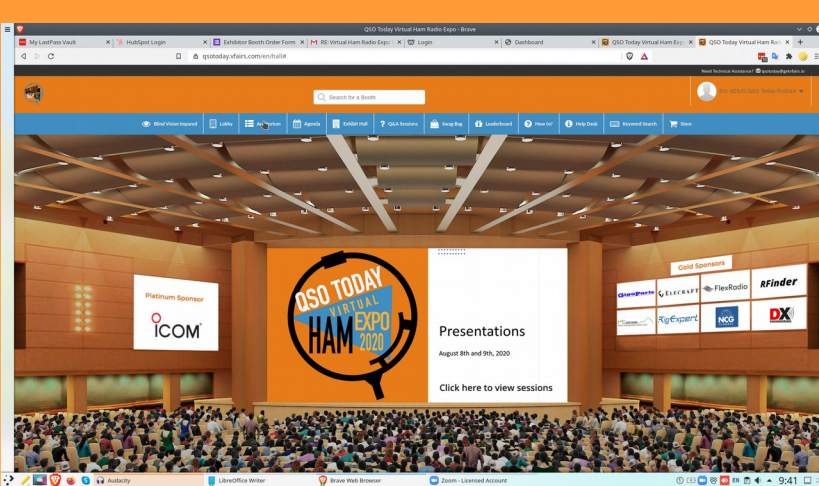


# Covid-19 Cancellations in 2020









# Our Results

25,000 Registered, 16,000 Attended

Average Session Attendance: 3700

60% Never Attend National Shows

40% Never Attend Local Shows or Hamfests

# Coming March 12<sup>th</sup>, 2021



[Qsotodayhamexpo.com](https://Qsotodayhamexpo.com)

# Partnership



**ARRL** the national association for  
**amateur radio®**

*a QSO Today partner.*



# Sponsors



# FlexRadio



***RFinder***

# This time

Purchased software and systems to reduce workflow

Integrated System – email, tickets, platforms

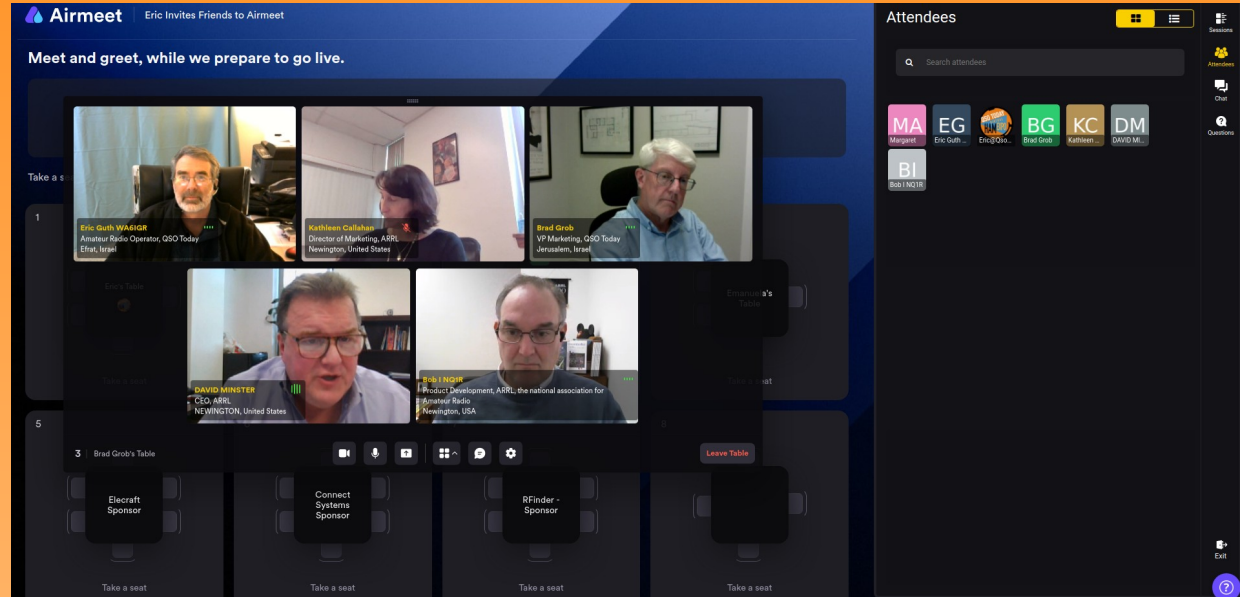
Wanted better attendee interaction using table on Airmeet





Airmeet.com

vFairs.com



# What Happened?

Integration between Airmeet and vFairs failed

DDOS attack from China on our ticketing server

Workflow problems backstage

Perfect storm of attendee access complaints

# Our Response

Repaired Sunday presentations

Quickly rebuilt vFairs for on-demand

Edited presentations

Built embedded player for blind and vision impaired

Apologize

# Attendee Responses

I have been licensed since 1978, but never attended one of the 'big' Ham Radio Events. Dayton was always on my To-Do list, but never panned-out. The virtual Expo is a brilliant idea, one that serves Hams like me that can't always attend a remote event.

Thank you so much for making it happen. Ignore those who whine and complain, yet never step up to make a difference. You stepped up. You make a difference. You make a positive impact on the Ham Radio community. I am proud of your efforts and look forward to the next event in August.

# Attendee Responses

Taking two giant pieces of software and munging them together, especially when driven to a schedule, is the most dangerous highway on the map.

What did you do wrong? You got up one morning and tried something new 😊

# Attendee Responses

Thank you and your team for making this a net positive experience for users. You guys show that success is often built on first doing your best and then not giving up, but digging in and having the tenacity to do whatever is necessary to succeed if things don't go right at first!





# Our Lessons

Use mature vendor platforms – back to vFairs

Stick to deadlines – you have to say “no”

Remove elements that lower event value

Hire more people - delegate

# Going Forward to August 14th

More subject track oriented, like Amateur Space Radio

Continue to provide the best presentations

Explore complimentary communities – like Makers

Provide more community value

Entertain, Educate, Inform



# Questions?

<https://www.qsotodayhamexpo.com>

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